



# Mirror Them

One of the most powerful things we can do to connect is to “Mirror” someone. This is literally the act of listening to somebody and saying back their exact words to them. This skill is useful in all kinds of relationships, including romantic couples. But it can be especially effective when used in sales.

## Why it works

- One of our greatest desires as human beings is to feel heard and understood.
- It forces us to listen really closely. Usually, we are thinking while people speak instead of actually listening.
- Hearing our exact words shows the prospect that we’ve been listening, that we care, and that we understand. This builds deep connection.

## How to do it

- Step 1 –Listen for words they use to describe their problems and desires
- Step 2 –Write down their exact words
- Step 3 –Say their words back to them

This will ultimately connect you to your prospects in a way that most people don't ever experience. They will feel deeply understood. They will also sense that what they care most about (their problems) are the things that you have solutions for. Finding their exact words is just about the best sales and marketing material in the world.

